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ABSTRACT

Noting that radio call-in programs seem to contain the elements for active audience involvement and participation, a study was conducted to examine the hypothesis that information gain and surveillance are the primary gratifications sought through call-in radio programs, especially in a culture that has a strong oral tradition and relatively few sources of mediated information. One adult from each of 268 randomly selected households in Kingston, Jamaica, was interviewed. Each respondent answered questions relating to (1) frequency of listening to Jamaica's 10 call-in radio programs, (2) perceived "usefulness" of information provided within each program, (3) perceived uses/gratifications, (4) radio attitudes, (5) significance of radio or other medium as an information source, and (6) demographic data. The results substantiated the hypothesis. Lower socioeconomic status, less educated, more alienated, and radio-oriented respondents were most likely to listen to call-in programs, find the information useful, and seek the greatest gratification from them. The call-in programs featuring experts in health-care and legal advice were rated most useful, while the open-mike programs were generally more popular. (HTH)

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JAMAICAN CALL-IN RADIO:
A USES AND GRATIFICATION ANALYSIS

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JAMAICAN CALL-IN RADIO: A USES AND GRATIFICATION ANALYSIS

The mass media have become a part of the daily communication behavior of developing nations. While television may be the dominant force in developed nations, radio remains the pervasive electronic medium in developing nations with greater penetration and impact than television. Radio is inexpensive, less technologically complex, portable, and does not require further listener skills.

Recent innovations in radio use within developing nations have involved the "radio forum" technique and community radio concept. In these cases, radio stations are organized in primarily rural areas; designed to meet specific health, agricultural, educational, etc. needs of the immediate population; they involve the community in volunteer work for the station; and, they afford an interactive forum for development issues.[1] Since these radio stations were predominately funded by governments or international agencies they rarely developed into independent, self-supporting radio stations, and many have terminated their existence.[2] Gwyn offers an example of how rural Bolivian radio stations retain their financial independence by reading paid announcements on-air.[3]

Unfortunately, a disproportionately small amount of research has been conducted in this area of discussion. Likewise, a vast majority of research conducted in the area of call-in radio programming has centered upon the open-mike format within the United States.[4] These studies have been somewhat atheoretic and unrelated to development issues.

Call-in radio formating resolves a "double-access" issue. On the one hand, listeners "access" important information through community/call-in programs; and on the other hand, listeners can "access" the attention of others through comments, questions, information, etc. called or written-in to the program host.

Therefore, when radio programmers institute this feedback ability, interpersonal communication becomes possible through a mediated form of communication. This eliminates one of the major limitations of the mass media as a "growth-oriented" context of communication.[5] Psychologically, one is better able to achieve self-actualized cognitive and affective growth through a "two-way" context of communication.[6] Psychological constructs relating to autonomy, utilitarianism, assertiveness, and affiliation are served.[7] This active approach to mass media behavior results in the achievement of individual and community development goals.

Uses and gratification communication theory best reflects the psychological and sociological principles related to this topic area. A "growth-oriented" psychological theory is most heuristically suited to a uses and gratification approach. This author posits a drive reduction model relating to one's motivational base for media exposure. Thus, call-in radio usage and gratifications received are directed by gratifications sought. This theoretic approach is opposed to the exposure-learning model which posits that gratifications are largely received as an accidental result of exposure to the media.[8]

Review of Call-In Radio Research

Call-in radio can take one of several forms. For example, letters can be sent to the moderator to read on-air along with the taking of phone-calls; the calls can be "real-time" or they can be taken at another time and edited; the public can be invited into the studio, along with experts for discussion and immediate feedback; or, the moderator can suggest a topic and have listeners comment. The format most often researched has been the "open-mike" format. This is where the program is real-time, only the moderator is in the studio and any topic can be discussed by the caller.

The bulk of talk radio research pivots upon the conceptual issue of this format as either a "forum for one's point-of-view" or "a companion for people who are alone and lonely." Although call-in radio researchers disagree as to the specific proportion each gratification is sought, findings support general usage as the basis for: seeking companionship, accessing and airing public opinion, participating in mediated interpersonal communication, and, information gathering. Likewise, older, less affluent, and individuals living alone are more often found to be listeners and callers.[9]

Call-in radio usage would theoretically be more pervasive in less developed nations. In developed nations, like Canada, radio ranks highest for providing weather and time information and music, a use which emphasizes light entertainment over other uses.[10] In less developed nations radio is more integrated and specialized in everyday use and overall importance. At the time this study was conducted, Jamaica regularly aired ten radio

call-in programs. Other than four open-mike programs, topical needs served by these programs included the call-in: doctor, pediatrician, psychiatrist, consumer affairs advocate, lawyer, and night-time social advisor and spiritual-healer.

A factor analysis of U.S. radio listeners into listening typologies identifies "talk show listeners" as being "high information-seekers". Likewise, they tend to listen more to sports and news than non-talk show listeners. Also, they tend to be more community-oriented. The findings also indicate that talk show listeners are not music-oriented in their radio listening.[11] In less developed nations, with fewer news source alternatives, radio is a dominant medium for news acquisition. Likewise, call-in/talk radio is more oriented to the orally-and interpersonally-based cultures in developing nations than to the passive, visual, and mediated cultures of developed nations.[12]

Review of Use and Gratification Research

Recent research suggests that television viewing is gratifying in and of itself without specific program content sought.[13] Other research indicates that viewers can, and do, differentiate the gratifications received from their favorite television program and other program alternatives.[14] While another study concludes that television programs are not comparatively endowed with gratifying characteristics; the viewer merely endows each program viewed with the gratifications one desires to receive.[15]

When delineating specific gratifications received from television viewing, two specific types of viewers have been

discerned. The first type seeks entertainment in a habitual fashion and does this to pass time. This type of person is just "watching television." The second type is an escapist viewer trying to forget problems and get away from people.[16] The use of television for information seeking is related to perceived television realism, ritontime consumption viewing, arousal viewing, television affinity, and news/talk-show programming.[17] Older adults and college students, indicate that television is a primary source of news and information, especially international news.[18]

Active media audiences derive differing gratifications from media exposure than less active audiences,[19] and experience differential media effects.[20] Active radio listening, in the form of discussing content, results in a great deal more awareness than merely listening without discussion.[21]

Hypothesis

Radio call-in programs seem to contain the elements for active audience involvement and participation. It is reality-based; deals with personal and community issues; provides access to information, for voicing one's opinion, or asking a question; and, encourages and stimulates direct or vicarious conversation.

Based on these characteristics one would hypothesize that information gain and surveillance are the primary gratifications sought through call-in radio programs, especially in a culture that has a strong oral tradition and relatively few sources of mediated information.

Method

The adult population living within the Kingston, Jamaica metropolitan area is the universe under study in this project. A random cluster sampling design was used as the method of choosing

respondents for a personal interview survey.

Initially, sixty-six "Special Areas" were identified within the Kingston metropolitan area, encompassing the two parishes of Kingston and St. Andrew. These areas are similar to neighborhoods, but they are delineated by generally well-defined boundaries, and are given names, e.g. August Town, Kingston Gardens, Allman Town, Havendale, etc. Randomly, seventeen "Special Areas", or 25% of all "Special Areas", were chosen.[22]

Each "Special Area" contains various Electoral Districts (E.D.). Two E.D. were randomly selected from each randomly selected "Special Area". Therefore, thirty-four E.D. were randomly chosen. Within each E.D. it was decided to interview twelve people, offering us a potential final sample of four hundred and eight respondents.

Electoral Districts selected in the sample were defined and outlined upon a Kingston road map. Once an interviewer identified the streets included in the E.D. and the estimated number of dwellings upon those streets, a skip interval was devised so that every $n^{\underline{th}}$ house was chosen until twelve houses were selected. One adult was then interviewed from each selected household.

Twelve interviewers were trained on this study's questionnaire.[23]

Interviewing occurred within a two-week period in March, 1981. Since transportation was difficult for several of the interviewers not all of the anticipated interviews were completed. Thus, the final number of completed questionnaires equalled two hundred and sixty-eight (N=268).

Each respondent answered questions relating to: frequency of listening to Jamaica's ten call-in radio programs;[24] perceived "usefulness" of information provided within each program; seven uses/gratification statements; two items tapping one's attitude toward radio; measuring if radio, or some other medium, is the medium within which one receives the most information concerning important events affecting one's life; and, items tapping age, socio-economic status,[25] education, and alienation.[26]

Results

Over half of the sample is 30 years old or younger, one-fourth of the respondents are 30-45 years old, and one-fourth are 45 years old and older. Thus, the sample is skewed to the younger age groupings. Socio-economic status (SES) is well distributed over the scoring categories. Approximately half of the respondents never completed high school, one-fourth completed high school, and one-fourth experienced post-secondary education. Alienation is almost equally distributed throughout the sample. There are almost an equal number of respondents

-- Table #1 about here --

in the top, middle, and bottom third of the index scale. Close to two-thirds of all respondents are female.

A rank-ordering of call-in programs based upon listening frequency indicates that the open-mike format is

-- Table #2 about here --

generally most popular. Three RJR programs, Night Call, In The Public Interest, and Consumer Update, are the three least listened

to programs. This may reflect their special interest or it may reflect the fact that more people are tuned to JPC radio. For these three programs about half of the sample never listen. Otherwise, only about one-fifth to one-third of the population never listen to a particular program.

Whereas the open-mike programs were generally listened to more often, the programs offering specific, professional advice on medical or legal problems are generally rated the most useful.

-- Table #3 about here --

In general, each call-in program is rated as providing useful information, ranging from 1.81 - 2.76 on a 1-7 scale whereas "1" indicates very useful information.

When analyzing the relationship between socio-demographic variables, frequency of listening, and perceived usefulness of the program's information, interesting patterns are evident.

-- Table #4 about here --

Age is significantly related to listening and usefulness for open-mike programs, but unrelated to professional advice programs. Older audience members are significantly more apt to listen to open-mike programs and perceive the information as significantly more useful.

Socio-economic status presents a mirror-image of age subgroup analysis. There are no significant SES correlations with open-mike programs, but lower SES scores are significantly correlated with a higher frequency of listening and greater perceived usefulness of information for professional advice programs.

Education, on the other hand, was the most consistently associated variable across all programs. (See Table #4) Lower educated respondents were significantly more apt to listen, and find useful information, in almost all the aired call-in programs.

Alienation, or the feeling of loneliness, was not highly associated with either group of call-in programs. In general, highly alienated listeners were significantly more apt to listen to professional advice programs. (See Table #4) However, alienation is no way correlated with perceived usefulness of information.

Respondents clearly differentiated the gratifications that were most important to them when tuning to call-in radio programs. (See Table #5) Listening seems motivated by a desire to learn and for information gathering (surveillance). Other functions such as being entertained, opinion support, and companionship

-- Table #5 about here --

are far less important gratifications.

On a five-interval "Agree-Disagree" scale (whereas 1=Strongly Agree) respondents rated themselves on "My radio is my companion" ($\bar{x}$=2.17, 70% in agreement); and, "I feel that I'm listening to advice from a friend when I listen to the radio call-in programmes" ($\bar{x}$=2.31, 68% in agreement). Undoubtedly a close, personal relationship holds between Jamaican radio listeners and their radio, in general, and call-in programs, specifically.

Listener age is unrelated to the relative degree of gratifications sought from call-in radio programs. (See Table #6) However, different patterns of gratifications sought exist for

-- Table #6 about here --

the other socio-demographic variables. Lower socio-economic

status, low education, and high alienation are significantly correlated with seeking greater gratification from call-in radio listening. These groups are also more apt to state that radio is a companion, and that they are listening to advice from a friend when listening to call-in radio programs. The only exception from the pattern is the lack of correlation between alienation and two information-seeking gratifications. (See Table #6)

When one correlates frequency of listening and gratifications, some patterns emerge. (See Table #7) Frequency of listening to one open-mike program is significantly associated with greater gratifications sought. "To know what is going on in

-- Table #7 about here --

Jamaica" is the only gratification consistently sought by increased listening to all four open-mike programs. "Radio Doctor" and "Radio Pediatrician" exhibit significant correlations between increased listening and all gratifications. The other programs produce varied patterns of gratifications sought relative to frequency of listening.

Two information-seeking gratifications are generally associated with increased listening to all call-in programs. (See Table #7) "To know why others think as they do" is not related to frequency of listening.

Table #8 reports the differences occurring between respondents who state that radio is the medium from which they receive most of the important information which affects their life compared to respondents who name some other medium. For every call-

in program, radio-oriented respondents listen more often. Likewise, for every program, radio-oriented respondents find call-in

-- Table #8 about here --

program content more useful. Accordingly, for all gratifications, other than "To know why others think as they do," the radio-oriented respondents rate them as more important than do non-radio-oriented respondents. Radio-oriented respondents are also more apt to state that radio is perceived as a companion, and that advice on call-in programs is coming from a friend.

Radio-oriented Jamaicans are no different in age from non-radio-oriented Jamaicans. However, the radio-oriented are lower socio-economic status, less educated, and more alienated. (See Table #8)

Discussion

The hypothesis that information gain and surveillance would be the most dominant gratifications sought from call-in radio programs in Jamaica is substantiated. Lower SES, lower educated, higher alienated, and radio-oriented respondents are most likely to listen to call-in programs, find the information useful, and seek the greatest gratification from them. The call-in programs featuring experts in health-care and legal advice are rated as most useful, while the open-mike programs are generally most popular.

Clearly, Jamaicans feel a great affinity for radio and for call-in radio programs. These programs are actively used to seek out a wide range of gratifications, with companionship and entertainment being the lesser gratifications sought. Likewise,

a portion of the listening public who are probably least able to access alternative sources of information are the ones who most actively use call-in radio programs and are most gratified through that use.

One may conclude that call-in radio listening is: purposive, realistically perceived, utilitarian, time perceived to be wisely-spent, and is assumedly conducive to developing psychological constructs such as autonomy, assertiveness, and affiliation within the listener. One may conclude that call-in radio listening is a growth-oriented activity. If it does engender cognitive, social, and psychological growth then this genre of radio programming should be supported and encouraged.

The active and growth-oriented media behavior stimulated by call-in radio, in an oral culture such as Jamaica, is quite different from the passive, fictionally-based, entertainment, and escapist media experience most viewers seek from most television viewing in technologically advanced societies. In North America, lower educated, lower SES, and higher alienated audience members are the highest viewers of television.

One could infer that as television further penetrates developing nations, such as Jamaica, individuals who make the greatest use of a useful and beneficial medium as call-in radio may switch their time and attention to television-viewing, invoking similar motivations for gratification exhibited by developed nation viewers. Hopefully, this scenario is never played out. Switching from call-in radio listening to television viewing would predictably diminish the potential for personal, social, and cultural growth in any developing nation.

FOOTNOTES

(1) Dean T. Jamison and Emile G. McAnany, Radio for Education and Development (Beverly Hills, CA: Sage, 1978); Jeremian O'Sullivan-Ryan and Mario Kaplun, Communication Methods to Promote Grass-Roots Participation (Paris: UNESCO, 1980); C. S. Higgins and P. D. Moss, Sounds Real: Radio in Everyday Life (Queensland, Australia: U. of Queensland Press, 1982); Robert J. Gwyn, "Rural Radio in Bolivia: A Case Study," Journal of Communication 33:79-87 (Spring 1983); R. A. White, "Community Radio as an Alternative to Traditional Broadcasting," Media Development 30:4-9(1983).

(2) Jeremian O'Sullivan-Ryan and Mario Kaplun, op. cit.

(3) Robert J. Gwyn, op. cit.

(4) John Crittenden, "Democratic Functions of the Open Mike Radio Forum", Public Opinion Quarterly 35:200-210 (Summer 1971); Joseph Turow, "Talk Show Radio as Interpersonal Communication," Journal of Broadcasting 18:171-179 (Spring 1974); Robert K. Avery, Donald G. Ellis, and Thomas W. Glover, "Patterns of Communication on Talk Radio," Journal of Broadcasting 22:5-17 (Winter 1978); Jeffrey Bierig and John Dimmick, "The Late Night Radio Talk Show as Interpersonal Communication", Journalism Quarterly 56:92-96 (Spring 1979); Harriet Tramer and Leo W. Jeffres, "Talk Radio-Forum and Companion," Journal of Broadcasting 27:297-300 (Summer 1983).

(5) George Costaris and Stuart Surlin, "Growth and Preservation-Oriented Communication Behavior: Support for a Grand Theory of Communication", paper presented at the Canadian Communication Association Convention, June 1982, Ottawa, Canada.

(6) However, one should not ignore Nordlund's system-based caution that any attempt at increasing the public's access to the media in any interactional fashion will enhance one's dependency upon the media; especially as a source of companionship at times of loneliness. See: Jan-Erik Nordlund, "Media Interaction," Communication Research 5:150-175 (April 1978).

(7) William J. McGuire, "Psychological Motives and Communication Gratification" in Jay G. Blumler and Elihu Katz, The Uses of Mass Communication (Beverly Hills, CA: Sage, 1974).

(8) J. M. McLeod, C. R. Bybee, and J. A. Durall, "Evaluating Media Performance by Gratifications Sought and Received," Journalism Quarterly 59:3-12+ (Spring 1982).

(9) See Footnote #4.

(10) R. Houghton-Larson, "Patterns of Media Usage Related to Gratifications Sought," Canadian Journal of Communication 8:42-55 (September 1982).

(11) Robert Mooney and Roger Skolnik, "Typologies of Radio Station Target Audiences," Journal of Broadcasting 14: 465-472 (Fall 1970).

(12) Stuart H. Surlin, "Communication and Values: An Analysis of Jamaican Students," paper presented at the Intercultural Communication Conference on Latin America and the Caribbean, February 1985, Coral Gables, Florida.

(13) J. G. Webster and J. J. Wakshlag, "A Theory of Television Program Choice," Communication Research 10:430-446 (October 1983).

(14) Philip Palmgreen, Lawrence Wenner, and J. D. Rayburn II, "Gratification Discrepancies and News Program Choice," Communication Research 8:451-78 (October 1981); J. D. Rayburn II, Philip Palmgreen and Tawney Acker, "Media Gratifications and Choosing A Morning News Program," Journalism Quarterly 61:149-156 (Spring 1984).

(15) Serena Stanford and Betsy Riccomini, "Linking TV Program Orientations and Gratifications: An Experimental Approach," Journalism Quarterly 61:76-82 (Spring 1984).

(16) Alan M. Rubin, "Television Uses and Gratifications: The Interactions of Viewing Patterns and Motivations," Journal of Broadcasting 27:37-51 (Winter 1983).

(17) Alan M. Rubin, "A Multivariate Analysis of '60 Minutes' Viewing Motivations," Journalism Quarterly 58:529-533 (Winter 1981); Alan M. Rubin, 1983, op. cit.

(18) E. B. Lee and L. A. Browne, "Television Uses and Gratifications Among Black Children, Teenagers, and Adults," Journal of Broadcasting 25:203-208 (Spring 1981); R. Houghton-Larsen, 1982, op. cit.

(19) M. R. Levy and S. Windahl, "Audience Activity and Gratifications: A Conceptual Clarification and Exploration," Communication Research 11:51-78 (January 1984).

(20) Donna Rouner, "Active Television Viewing and the Cultivation Hypothesis," Journalism Quarterly 61:168-174 (Spring 1984).

(21) G. Noble, "Radio and Political Socialization in Papua New Guinea," Media Information Australia 23:49-53 (February 1982).

(22) The "Special Areas" were randomly selected from the Commonwealth Caribbean Population Census, 1970. This was the most recent census available at the time. Based upon observational information, the selected "Special Areas" were classified into the general social class status categories in the following manner:

Lower SES Areas: August Town, Hope Tavern, Kingston Gardens, Campbell Town, Central Downtown, Franklyn Town, Allman Town, Woodford Park, Vineyard Town, Duhaney Park.

Middle SES Areas: Mona, Hope Pastures, Meadowbrook, Havendale, Mona Heights.

High SES Areas: Cherry Gardens, Drumblair.

(23) The interviewers were, at the time of the study, enrolled in the author's Mass Communication Research course at the University of the West Indies (Mona, Jamaica); and, were personally trained by the author concerning the use of interviewing techniques, in general, and this response schedule in particular.

(24) Six of the call-in programs aired upon the Jamaican Broadcasting Corp. (JBC) radio station. The Radio Doctor, Radio Pediatrician, Radio Lawyer, and Radio Psychiatrist alternated on different days of the week in the morning. In each program a licensed expert in the field would answer specific and general questions relating to that field. Public Eye (A) is an open-mike format hosted by one individual, and Public Eye (B) is the same format hosted by another individual. The Public Eye programs aired in the afternoon.

Radio Jamaica Rediffusion Ltd. (RJR) aired the other four call-in programs. This station is not directly under government control, although the government retains a majority share in its ownership. Hotline and In The Public Interest are open-mike format programs, aired in the afternoon. Consumer Update deals with consumer affairs, issues, and problems. This aired in the morning. Night Call was scheduled at night for people who were looking for advice on how to handle a personal relationship, religious beliefs, or issues relating to one's philosophy of life.

(25) Socio-economic status (SES) is determined by a consideration of several indicators: the "Special Area" classification of the dwelling; observed condition of the dwelling, household furnishings and artifacts; respondent attire; etc.

(26) Scores to two items were summated to form an index of alienation. In this case, alienation refers to loneliness and lacking in personal social contact. Each item was scored on a five-interval "agree-disagree" scale. The items are: "sometimes you feel alone in the world", and, "you don't get invited out by friends as often as you'd really like."

Table #1

Sample Distribution by Age, Socio-Economic-Status, Education, Alienation and Gender

(N=268)

Age	f	%
Under 20 years old	37	14%
20-25	63	23
26-30	42	16
31-35	20	7
36-40	19	7
41-45	24	9
46-50	7	3
51-55	18	7
56-60	14	5
61 years old or more	24	9
	268	100%

Socio-Economic-Status	f	%
Lowest social class	24	9%
Low social class	74	28
Working class/low middle class	70	26
Middle class	65	24
Upper middle class/upper class	35	13
	268	100%

Educational Level	f	%
Some Primary	35	13%
Completed Primary	66	25
Some Secondary	35	13
Completed Secondary	63	24
Some Commercial/College	21	8
Completed Commercial/College	11	4
Some University	25	9
Completed University	12	4
	268	100%

Alienation ($\bar{x}$=6.09) (2= ↑ alienation, 10= ↓ alienation)

Score	f	%
2	26	10%
3	21	8
4	35	13
5	27	10
6	51	19
7	16	6
8	39	14
9	18	7
10	35	13
	268	100%

Gender	f	%
Male	99	37%
Female	169	63
	268	100%

Table #2

Percentages and Mean Scores of Ten
Radio Call-In Programs On
Frequency Of Listening

(N=268)

(Rank-Ordered By Mean Score)

(Row Percentages)

Radio Call-In Programs	($\bar{x}$) Mean Score	Frequency of Listening (1=Everytime; 5=Never) Every-time	Almost Everytime	Some-times	Hardly Ever	Never	Total
(1) Public Eye (A)	2.93	16%	21	35	9	19	100%
(2) Hotline	3.08	16%	16	35	9	24	100%
(3) Public Eye (B)	3.23	12%	19	30	14	25	100%
(4) Radio Doctor	3.25	8%	13	46	12	21	100%
(5) Radio Psychiatrist	3.51	6%	13	38	11	32	100%
(6) Radio Lawyer	3.57	4%	12	38	16	30	100%
(7) Radio Pediatrician	3.59	4%	13	35	15	33	100%
(8) Night Call	3.77	11%	9	19	14	47	100%
(9) In the Public Interest	3.85	6%	7	30	10	47	100%
(10) Consumer Update	3.95	7%	7	24	9	53	100%

Table #3

Rank-Order By Mean Score
of Radio Call-In Program
Usefulness
(N=268)

Radio Call-In Programs	(n)	Mean Score ($\bar{x}$) (1=very useful; 7=not useful at all)
(1) Radio Doctor	213	1.81
(2) Radio Pediatrician	181	1.83
(3) Radio Lawyer	186	2.06
(4) Public Eye (A)	218	2.13
(5) Radio Psychiatrist	182	2.22
(6) Hotline	204	2.26
(7) Night Call	142	2.29
(8) Consumer Update	125	2.49
(9) Public Eye (B)	200	2.58
(10) In the Public Interest	144	2.76

Table #4

Correlation Between Frequency of Listening, Usefulness of Information and Socio-Demographics for Call-In Radio Programs

(N=268)

Key: Simple Correlation (significance level)

Call-In Programs		Age	Socio-Economic Status	Education	Alienation
Hotline:	Frequency	-.14 (.009)	n.s.	.17 (.002)	n.s.
	Usefulness of information	-.20 (.002)	n.s.	.24 (<.001)	n.s.
Public Eye (A):	Frequency	-.17 (.003)	n.s.	.11 (.04)	n.s.
	Usefulness of information	-.24 (<.001)	n.s.	.19 (.002)	-.14 (.02)
Public Eye (B):	Frequency	-.18 (.002)	n.s.	.12 (.03)	n.s.
	Usefulness of information	-.18 (.004)	n.s.	.15 (.02)	n.s.
In the Public Interest:	Frequency	-.11 (.03)	.14 (.01)	.15 (.007)	n.s.
	Usefulness of information	n.s.	.25 (.002)	n.s.	n.s.
Radio Doctor:	Frequency	n.s.	.27 (<.001)	.15 (.006)	.11 (.03)
	Usefulness of information	n.s.	.16 (.008)	n.s.	n.s.
Radio Pediatrician:	Frequency	n.s.	.24 (<.001)	.13 (.01)	.18 (<.001)
	Usefulness of information	n.s.	.16 (.01)	.12 (.05)	n.s.
Radio Lawyer:	Frequency	n.s.	.15 (.007)	.11 (.04)	n.s.
	Usefulness of information	n.s.	n.s.	n.s.	n.s.
Radio Pschiatrist:	Frequency	n.s.	.16 (.004)	n.s.	.13 (.02)
	Usefulness of information	n.s.	.13 (.04)	n.s.	n.s.
Consumer Update:	Frequency	n.s.	.11 (.04)	.10 (.05)	.12 (.03)
	Usefulness of information	n.s.	.17 (.03)	n.s.	n.s.
Night Call:	Frequency	n.s.	.30 (<.001)	.21 (<.001)	.14 (.009)
	Usefulness of information	-.25 (<.001)	.32 (<.001)	.32 (<.001)	n.s.

Table #5

Rating of Call-In Radio Gratifications
(N=268)

(Each gratification is rated on a scale whereas
1=Very Important to 10=Very Unimportant)

Gratification	$\bar{x}$	% of scores in groupings within 1-10 scale 1,2,3	4,5,6,7	8,9,10	Total (row %)
(1) To obtain useful information about daily living	1.37	83%	13	4	100%
(2) To know what is going on in Jamaica	1.42	82%	14	4	100%
(3) To know why others think as they do	2.13	70%	22	8	100%
(4) So that I am using my time well	2.88	60%	22	18	100%
(5) To be entertained	3.09	54%	28	18	100%
(6) To hear my points of view voiced	3.40	50%	29	21	100%
(7) To avoid feeling lonely	4.31	44%	19	37	100%

Table #6

Correlation Between Socio-Demographic Variables and Gratifications Received
(N=268)

Key: Simple Correlation
(significance level)

	Gratifications	Age	Socio-Economic Status	Education	Alienation
(1)	To obtain useful information about daily life	n.s.	.22 (.001)	.26 (.001)	.14 (.01)
(2)	To know what is going on in Jamaica	n.s.	.14 (.01)	.20 (.001)	n.s.
(3)	To know why others think as they do	n.s.	.22 (.001)	.30 (.001)	n.s.
(4)	So that I am using my time well	-.18 (.002)	.22 (.001)	.29 (.001)	.16 (.003)
(5)	To be entertained	n.s.	.27 (.001)	.24 (.001)	.21 (.001)
(6)	To hear my points of view voiced	n.s.	.27 (.001)	.27 (.001)	.17 (.003)
(7)	To avoid feeling lonely	n.s.	.33 (.001)	.34 (.001)	.30 (.001)
	My radio is my companion	n.s.	.34 (.001)	.30 (.001)	.26 (.001)
	I feel that I'm listening to advice from a friend when I listen to the radio call-in programmes	n.s.	.42 (.001)	.46 (.001)	.20 (.001)

Table #7

Correlation Between Frequency of Listening to Call-In Programs and Gratifications Received
(N=268)

Key: Simple Correlation
(significance level)

Gratifications	Call-In Radio Program									
	Hotline	Public Eye (A)	Public Eye (B)	In the Public Interest	Radio Doctor	Radio Pediatrician	Radio Lawyer	Radio Psychiatrist	Consumer Update	Night Call
(1) To obtain useful information about daily life	.14 (.009)	n.s.	n.s.	.15 (.006)	.23 (<.001)	.20 (<.001)	.12 (.02)	.15 (.006)	.13 (.01)	n.s.
(2) To know what is going on in Jamaica	.21 (.001)	.13 (.02)	.11 (.03)	.12 (.03)	.20 (<.001)	.18 (<.001)	.10 (.05)	.13 (.02)	n.s.	n.s.
(3) To know why others think as they do	.13 (.02)	n.s.	n.s.	n.s.	.14 (.009)	.10 (.05)	n.s.	n.s.	n.s.	n.s.
(4) So that I am using my time well	.18 (.002)	n.s.	n.s.	n.s.	.21 (<.001)	.14 (.01)	n.s.	.10 (.04)	n.s.	.14 (.01)
(5) To be entertained	.13 (.02)	n.s.	n.s.	n.s.	.11 (.04)	.14 (.009)	n.s.	n.s.	.18 (.002)	n.s.
(6) To hear my points of view voiced	.12 (.03)	n.s.	n.s.	.14 (.01)	n.s.	.17 (.003)	.12 (.02)	.12 (.02)	n.s.	.20 (<.001)
(7) To avoid feeling lonely	.21 (.001)	n.s.	n.s.	n.s.	.13 (.02)	.14 (.009)	n.s.	n.s.	.20 (<.001)	.16 (.004)
My radio is my companion	.17 (.003)	n.s.	.11 (.04)	.13 (.02)	.22 (<.001)	.19 (<.001)	.14 (.01)	.13 (.02)	.12 (.02)	.28 (<.001)
I feel that I'm listening to advice from a friend when I listen to the radio call-in programmes	.19 (.001)	n.s.	n.s.	.15 (.006)	.21 (<.001)	.21 (<.001)	.16 (.005)	n.s.	.18 (.002)	.22 (<.001)

Table #8

t-test Comparisons of Radio Orientation and Listening to Call-In Programs, Gratifications, and Socio-Demographic Variables
(N=268)

	Receive Most Important Information			
Call-In Programs (1=listen everytime its on; 5=never listen)	Radio($\bar{X}$) (n=147)	Other Media($\bar{X}$) (n=121)	t (df=266)	p
(1) Public Eye (A)	2.73	3.16	2.74	.007
(2) Hotline	2.75	3.47	4.43	<.001
(3) Radio Doctor	2.94	3.62	5.02	<.001
(4) Public Eye (B)	3.01	3.50	3.05	.003
(5) Radio Pediatrician	3.27	3.98	5.13	<.001
(6) Radio Psychiatrist	3.27	3.80	3.64	<.001
(7) Radio Lawyer	3.33	3.87	3.91	<.001
(8) Night Call	3.47	4.13	3.93	<.001
(9) In the Public Interest	3.64	4.09	2.94	.004
(10) Consumer Update	3.67	4.28	3.92	<.001
Gratifications (1=very important; 10=very unimportant)				
(1) To obtain useful information about daily life	1.04	1.76	3.19	.002
(2) To know what is going on in Jamaica	1.21	1.68	1.96	.05
(3) To know why others think as they do	1.98	2.31	1.17	n.s.
(4) So that I am using my time well	2.51	3.34	2.26	.02
(5) To be entertained	2.74	3.52	2.16	.03
(6) To hear my points of view voiced	2.97	3.92	2.54	.01
(7) To avoid feeling lonely	3.65	5.10	3.31	.001
My radio is my companion	1.82	2.60	4.73	<.001
I feel that I'm listening to advice from a friend when I listen to the radio call-in programmes	1.99	2.69	4.45	<.001
Socio-Demographic				
Age	3.18	3.56	1.06	n.s.
Socio-Economic Status	2.78	3.37	4.18	<.001
Education	3.18	4.12	3.92	<.001
Alienation	5.48	6.83	4.55	<.001